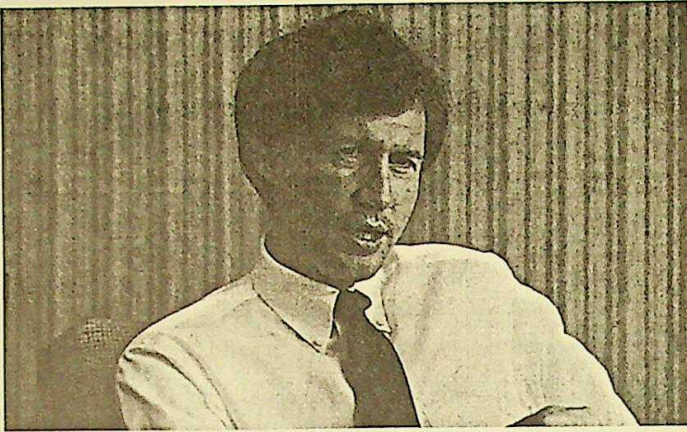


3/7/88

53



Housewares

"We've got a strategic plan to meet our objectives, and my position is the plan is working."

— Dennis Heiner,
Black & Decker

B&D gains on two fronts

Boosts profits, becomes market-driven: Heiner

By MARY ANN BACHER

SHELTON, Conn. — Dennis Heiner says his vision for Black & Decker is starting to become a reality.

In late 1985, when he joined B&D as president of the household products group, Heiner set two strategic objectives: to make the business more profitable and to make it more market-driven. In his estimation, progress is being made on both fronts.

"We've got a strategic plan to

meet our objectives," he says, "and my position is the plan is working."

B&D reported record results in fiscal 1987 ended last September and, according to Heiner, the improvement was even stronger in household products than it was in power tools. That momentum continued into the first quarter of fiscal 1988, he adds, when B&D again reported record results.

"Our operating profits are at the highest level ever," Heiner

reports. "As for operating profits as a return on sales, we're in solid double digits. As for return on net assets, return on equity, we're again in solid double digits."

Heiner cites two reasons for the profit improvement:

First, the household products group lowered its break-even point \$125 million as the result of a major restructuring program begun in 1986. "That went a long way toward improving our profitability," he says.

Second, in its drive to become more market-driven, B&D launched a series of higher-priced, higher-margin products to meet consumer needs. "We began to realize the benefits of trading up in the first quarter of this year," Heiner says. "It helped our sales and profit performance."

He outlines just how new products fit into B&D's strategy of becoming market-driven, not only at the retail level, but at the consumer level as well.

"We are offering the ultimate consumer new products with real benefits, not just gimmicks," he says, whether it's the convenience of the HandySeries or the peace of mind of the Automatic Shut-Off irons. "We also are making certain these benefit-oriented products are of consistent high quality. And, finally, we are making sure they provide real value to the consumer."

To become market-driven at

the retail level, B&D is providing a steady flow of new products, then supporting the products with strong advertising and customer service programs, Heiner says. The company also is standing behind its products once they've been sold, he adds.

"I look at new products as the lifeblood of the business," he says. "They make a business grow and thrive. We've had three quarters of strong sales growth, and new products were the stimulus."

Heiner underscores just how important new products have become to Black & Decker: In 1987, 30 percent of sales came from products two years old or less — up dramatically from 17 percent in 1986 and 3 percent the year before. In the first quarter of 1988, products that were two years old or less accounted for 43 percent of sales — an amount that should hold through the year, Heiner projects.

(Continued on page 66)

Cuisinarts looks to expand lines, distribution channels

By BETH R. ELLIS

GREENWICH, Conn. — Expansion is the buzzword at Cuisinarts these days as the new management team pursues new distribution channels and new product lines.

The company is looking to add more retailers, including upscale discounters, to its customer base, says chief executive George Barnes.

Cuisinarts' food processors and cookware have been distributed mainly through department stores, gourmet shops and high-end specialty catalogs. And in the last couple of years the company has also sold directly to

selected upscale discounters like Lechmere and Caldor and to catalogers Service Merchandise and Best Products.

Although Barnes insists Cuisinarts will not sell mainstream discounters — "I don't think we'll see Cuisinarts in a K mart or Target" — industry sources report otherwise. Indeed, certain mainstream discounters say they've already been approached by Cuisinarts, although no firm commitments have been made.

Sources close to the company say it will be a tough balancing act if Cuisinarts begins distributing its products to these discounters.



George Barnes

"The type of market penetration the new management is looking for will be impossible to (See CUISINARTS, page 61)

Retailers' enthusiasm mounts for upcoming Sunbeam oven

By H. LEE MURPHY

DOWNERS GROVE, Ill. — Retailers' enthusiasm for the closely guarded new Sunbeam Appliance Co. countertop oven is mounting amid signals that the company will introduce the product to market by June.

Sources outside Sunbeam who have previewed the oven are describing it as a "revolutionary new cooking method for the home kitchen," according to one person who has seen it.

The adjective 'home' is a singular caveat, however. HFD has learned that the oven, which reportedly is still not named, is actually a sophisticated adaptation

of commercial equipment — specifically the high-speed gas ovens commonly used by pizza restaurants. Senior Sunbeam executives officially remain mum on the top-secret project, which has been in development for three years. But in interviews with employees, merchants and Wall Street analysts, many of whom would speak only on terms of confidentiality, most of the details surrounding the oven have been revealed. A full public disclosure by company officials isn't due until at least April.

Sunbeam showed the oven privately to key retail buyers at the January housewares show in Chicago. (Continued on next page)

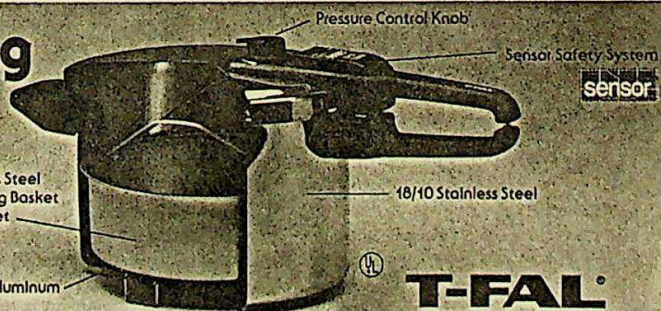
When you're cooking under pressure...

The revolutionary T-Fal Sensor Safety System. The pressure cooker with a pressure sensitive locking mechanism in the handle, creating the world's safest pressure cooker.

Contact your T-Fal sales representative or Henry Read, V.P. Marketing and Sales.

Stainless Steel Steaming Basket and Trivet

Extra Thick Aluminum



T-Fal's Sensor Safety System keeps the lid on!

T-Fal Corporation
Fairfield NJ 07006 201-575-1060

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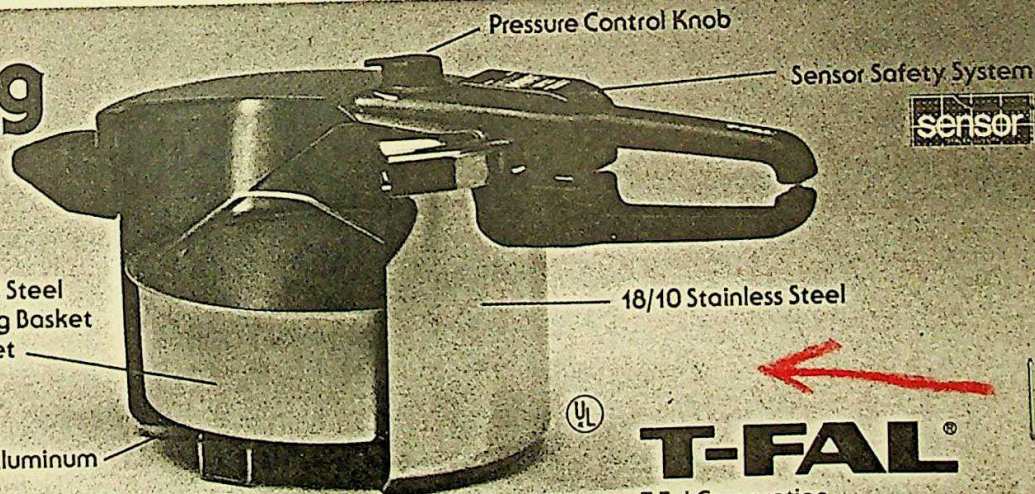
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T-FAL

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PAGE 53. HFD MARCH 7, 1988



Cookware

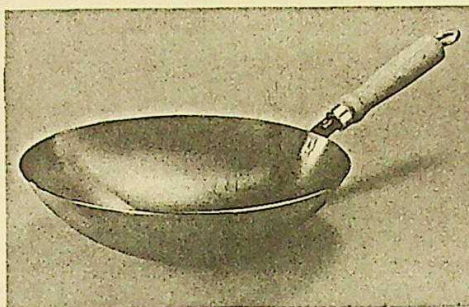
HFD PAGE 168
JAN. 11, 1988



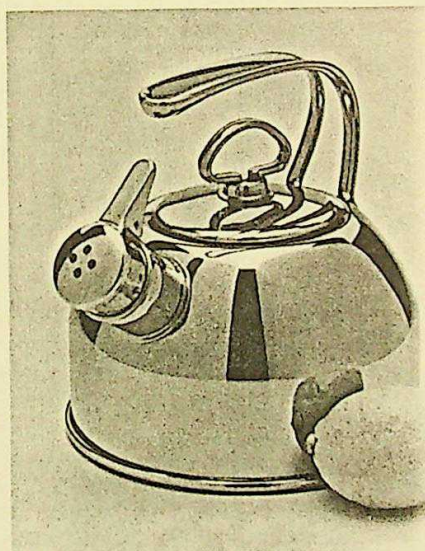
Product: Micro-Fryer
Features: Stainless steel sauté pan with glass cover; designed to brown meats in microwave.
Suggested Retail: \$50
Manufacturer: Revere Ware Inc., Clinton, Ill.



Product: Tri-Metal Steel Mini Wok
Features: Has even heat conductivity of a carbon steel bonded between external layers of easy-to-clean stainless steel. Heavy-duty, said to be excellent for stir-frying and sautéing.
Suggested Retail: \$26
Manufacturer: Atlas Metal Spinning Co., South San Francisco, Cal.



Product: Chantal Speed Cooker
Features: Six-quart capacity with heavy thermic base for even heat distribution and two-piece main valve for easy cleaning. Converts to standard stockpot/steamer. In blue and white.
Suggested Retail: \$175
Manufacturer: Lentrade Inc., Houston



Product: Chantal SK Teakettle
Features: Stainless steel body, mirror finish, 2.5-quart capacity, with original Hohner harmonica whistler and stay-cool handle.
Suggested Retail: \$130
Manufacturer: Lentrade Inc., Houston

Moulinex

Introduces Le Juicer

Maximum Juice Extraction

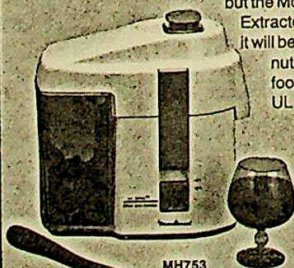
Squeeze the most juice from virtually every fruit and vegetable with the Moulinex Deluxe Juice Extractor.

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Cleverly designed for continuous operation — you can remove the pulp collector bin without disassembly of the unit. Other key features include cord and plug storage, low vibration and noise, large capacity pulp bin, and instruction book filled with extraction yields and recipe ideas.

Easy to Clean

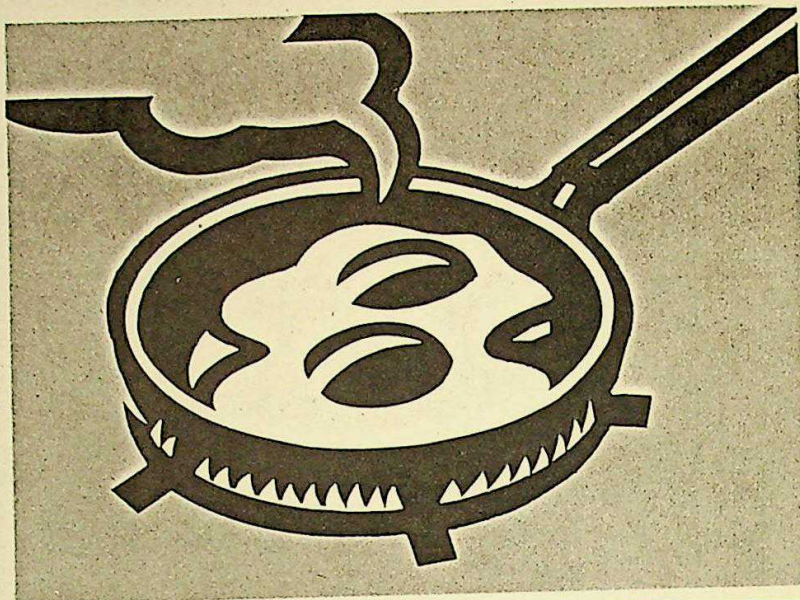
And not only is it easy to use, but the Moulinex Deluxe Juice Extractor is so easy to clean, it will be used often to create nutritious and delicious foods and drinks. UL Approved.



Moulinex
For more info call:
919-753-2048



Product: Aluminum Non-Stick Roaster
Features: Heavy-duty roasting pan with SilverStone side surface. Measures 15 inches, useful for casseroles, lasagna.
Suggested Retail: \$49.95
Manufacturer: Progressive International Corp., Seattle



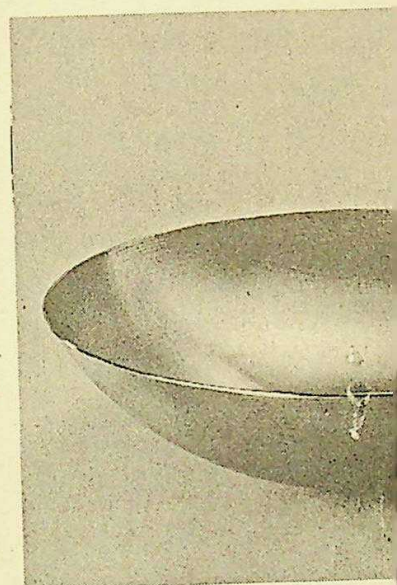
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HFD PAGE 168

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Suggested Retail: \$175

Manufacturer: Lentrade Inc., Houston

Moulinex®

Introduces Le Juicer

Maximum Juice Extraction

Pressure cookers make a comeback

(Continued from page 65)

"Now that people are money-rich and time-poor, they need something that helps them prepare food quickly, and that's one of the benefits of pressure cookers," said Bob McElroy, buyer at Bloomingdale's.

Schjorring said, "We see a renaissance in pressure cookers. We're convinced the high end of pressure cookers is going to grow for the next two to three years."

Judging from the number of suppliers who have come out with models at the high end, Schjorring could just be right.

The ranks include Fissler, T-Fal, Cuisinarts, Prestige and Bay City International, the U.S. distributor for the Hawkins Futura pressure cooker produced by Hawkins Cookers Ltd. of Bombay, India.

T-Fal, a French cookware company, updated its pressure cooker line in January, introducing products with an unusual Sensor safety system. The T-Fal pressure cookers, in three sizes, have a unique pressure-sensitive locking mechanism in the handle that automatically activates the lock as soon as pressure build-up begins. The lid cannot be opened until the pressure is safely released.

Henry Read, vice president of

sales and marketing at T-Fal's U.S. subsidiary, noted, "Sales on our pressure cookers, through the month of May, are 47 percent ahead of where sales were in 1986."

Cuisinarts' pressure cookers come in four-quart, six-quart, and eight-quart sizes, and have permanently affixed pressure regulators that cannot fly off. They also have quick pressure release knobs in the handles, making it safer and easier to stop the cooking process.

Sontheimer said response to his line has been "rather outstanding," terming it much bigger than he had anticipated.

Fissler's products are equipped with a series of release valves which prevent over-pressure and cool steam before releasing it.

The Futura pressure cooker from Bay City International, introduced last September, is novel for its futuristic design. It is one of the few pressure cookers of anodized aluminum on the market. According to Jack Knippel, president, "Success has been tremendous," noting that a larger model will be added in the fall.

Upscale retailers say that with the advent of the technologically improved products, their customers are re-discovering pressure

cookers.

According to O'Higgins, "We have run the Cuisinarts pressure cooker with great success. As a matter of fact, they couldn't give us enough of it. I'm convinced there is still a big segment of people intimidated by pressure cookers. In my mind, demonstrations no doubt boosted our sales enormously."

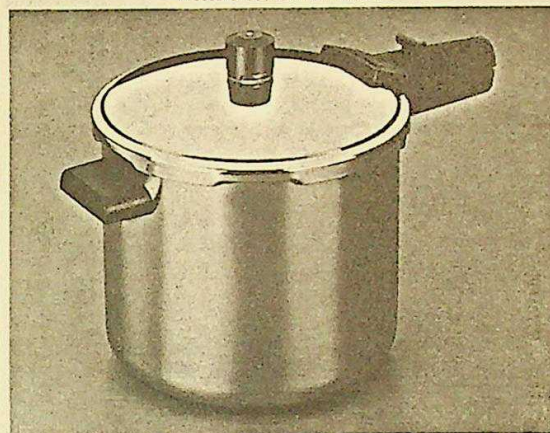
O'Higgins said he is carrying Cuisinarts' four-quart and six-quart models in Williams Sonoma's 45 stores and had featured them in the January catalog. The four-quart has an everyday price of \$150, and a sale price of \$120, he said, while the six-quart sells everyday for \$165, and goes on sale at \$132.

"I don't think it will be an enormous market, but a good market," he said. "The customer is willing to pay a reasonable and fair price for something that makes life easier."

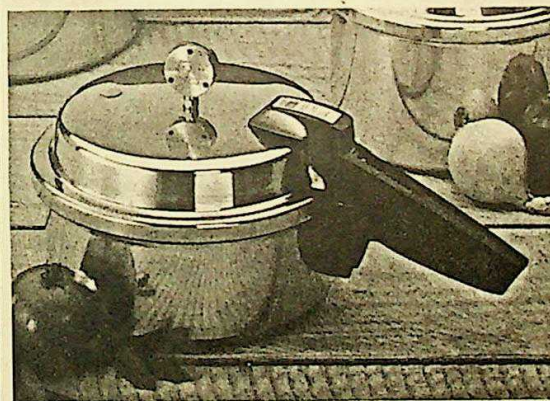
McElroy at Bloomingdale's is carrying Cuisinarts' and Bay City's Futura models. "Both caught me by surprise because sales have been very strong," he said. "Cuisinarts has done very well, even though it starts at \$150. I'm quite happy I got into the category." McElroy noted the Futura model retails for \$69.95.



Pressure cooker from Fissler



Eight-quart pressure cooker from Cuisinarts



Lower-end pressure cooker from Mirro

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JULY 6, 1987

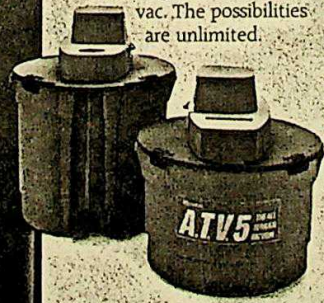
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What's more, this all-terrain vacuum comes with a non-corrosive bucket, six-foot hose, four wands, a special wet/dry floor tool, and water window/drain. In both five- and seven-gallon capacities.

The Douglas ATV wet/dry vac. The possibilities are unlimited.



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a wet/dry vac
that lets you know
your limits.

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Len Oser, buyer at Jordan Marsh, has been carrying Cuisinarts' six-quart pressure cooker for about two months and it's been "doing very well," he said. "In order to keep the growth going, we will have to support it with demonstrations to show how safe and easy it is to use."

Oser also carries two models from Presto, and will be bringing in an imported unit next month. Oser said the imported model will be similar in quality to Cuisinarts' but will retail at slightly less for more popular

appeal.

Although Spiegel is not yet carrying any of the new pressure cookers in its catalog, buyer Karen Kuehl said, "I am paying very close attention to the pressure cooker market and to what other retailers are doing with it."

"I see a whole trend towards more natural foods, coupled with the consumer who is still very busy and doesn't want to microwave everything. I think there is a nice demand for it," Kuehl said. Spiegel may add pressure cookers to its catalog in spring 1988.

**Bourgeat unveils
3 roasting pans in
1st ovenware line**

WOBURN, Mass. — Bourgeat, a supplier of top-of-range

cookware, has introduced its first ovenware line.

The three-item line of roasting pans is made of satin-finished 18/10 stainless steel. The side handles are welded to the pans, which have flared rims.

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HFD

Presenting the Douglas ATV
wet/dry vac.

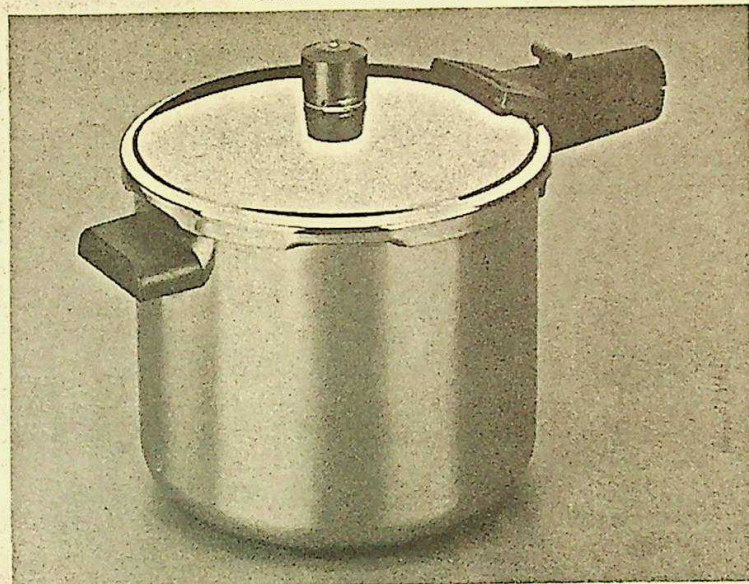
With an exclusive see-
through window that shows
you how full it is in wet
conditions.

What's more, this all-terrain
vacuum comes with a non-
corrosive bucket, six-foot
hose, four wands, a special
wet/dry floor tool, and water
window/drain. In both five-
and seven-gallon capacities.

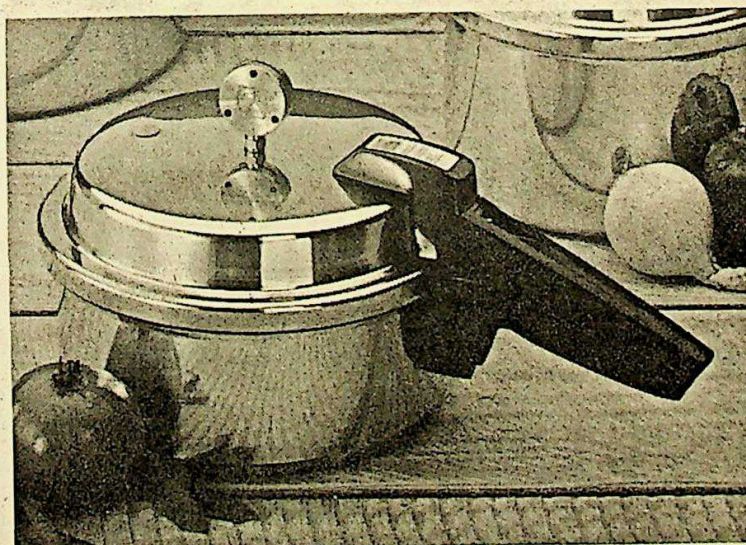
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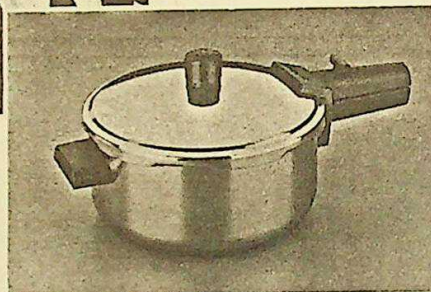
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T-Fal's pressure-sensitive Sensor model. Henry Read of T-Fal is at right.



Carl Sontheimer of Cuisinarts, left, and a Cuisinarts pressure cooker, below.



D7-358

HFD

JULY 6, 1987

PAGE 65

Housewares

Pressure cooker comeback Safer, simpler models fit fast-paced lifestyles

BY HEATHER BENT

Pressure cookers, in safer and easier-to-use models, are making a comeback as products for fast-paced lifestyles.

While the past generation of products had "jiggle-top" pres-

sured at the high end of the spectrum, and are sold to upscale department stores and mail-order outlets.

They sell for close to, and in some cases, much more than \$100, putting them in a different class from the aluminum and

According to Finn Schjorring, president of Prestige USA, which will start shipping two new pressure cookers at the end of the year, safety features "take the worry and the fear out of the users' minds. Plus, the microwave oven has its limitations. With the pressure cooker, you can cook a total meal in one operation and you can keep the vitamins and juices in it."

"The benefits of pressure cooking fit today's cooking trends," said Carl Sontheimer, president of Cuisinarts, which introduced three high-end models last November. "It saves time and it yields healthier results by retaining more vitamins and minerals, and the natural flavors of food."

Tom O'Higgins, buyer for Williams Sonoma, said, "The pressure cooker seems to be the kind of thing where you can do a two-hour meal in 40 minutes. That is the best selling and marketing point to it."

(Continued on page 68)

"We have run the Cuisinarts pressure cooker with great success. They couldn't give us enough of it."

— Tom O'Higgins,
Williams Sonoma

ure valves that could fly off during cooking, the models for the '80s are designed, in various ways, to prevent such accidents, and to be easy to use. They usually look sleek and professional, and most are made of heavy-gauge stainless steel. A few are made of anodized aluminum.

Because they represent an advanced breed of pressure cookers, the products are pos-

stainless steel products sold by Presto and Mirro, who have owned the pressure cooker business for years. Presto's and Mirro's products retail at the lower end, mostly between \$30 and \$60.

The advanced products are winning over consumers who like the benefits of quick and healthy cooking, but who had shied away because of safety concerns, retailers and suppliers say.

Remington joins with AMC to develop line of appliances

BRIDGEPORT, Conn. — Remington Products has joined with Associated Merchandising Corp. (AMC) to develop the Remington Xtra line of personal care, travel and coffee-preparation appliances.

The line, slated to be introduced for the fall selling season, will be merchandised exclusively through participating AMC stores.

"AMC originally approached us to license our name for coffee makers, and we expanded the concept to include other products," said Rich Murdy, director of exports/special markets at Remington. "We're excited about the program," he added.

Each of the three categories has been given its own logo and moniker, according to Steve Rose, merchandising product manager at AMC.

"The coffee line will be called Top Brew, personal care products will be sold under the Looking Good label, and the travel line will be Going For It," he said.

Going For It is the name of a book authored by Victor Kiam, Remington's president and chief executive officer.

"We are still developing the product lines," said Rose, "and plan to put them in all our domestic stores. Placement in

our Canadian and overseas stores is possible for the future."

The Remington Xtra line will be styled in white — "pure, stark white," according to Murdy — with black trim. Packaging, designed by AMC, will feature a two-tone gray ground accented with a red stripe.

Shipping dates have not yet been set.

The Remington brand, well established in electric shavers, will be new to the kitchen appliance and personal care appliance categories. The brand was introduced to the travel category 18 months ago, when Remington began marketing the Travel Plus line of shavers, adapter plugs, electricity converters, hair dryers and related appliances.

Allegheny sells 2 divisions; in agreement to sell a third

PITTSBURGH, Pa. — In a continuing effort to narrow its corporate focus and concentrate primarily on its North American consumer products businesses, Allegheny International has sold two subsidiaries, and reached an agreement to sell a third.

Allegheny has sold Bally Engineered Structures Inc., and the Bally division of Sunbeam Corp. (Canada) Ltd. to Bally Acquisition Corp. which was formed by senior management to effect the acquisition. Terms of the transaction were not disclosed.

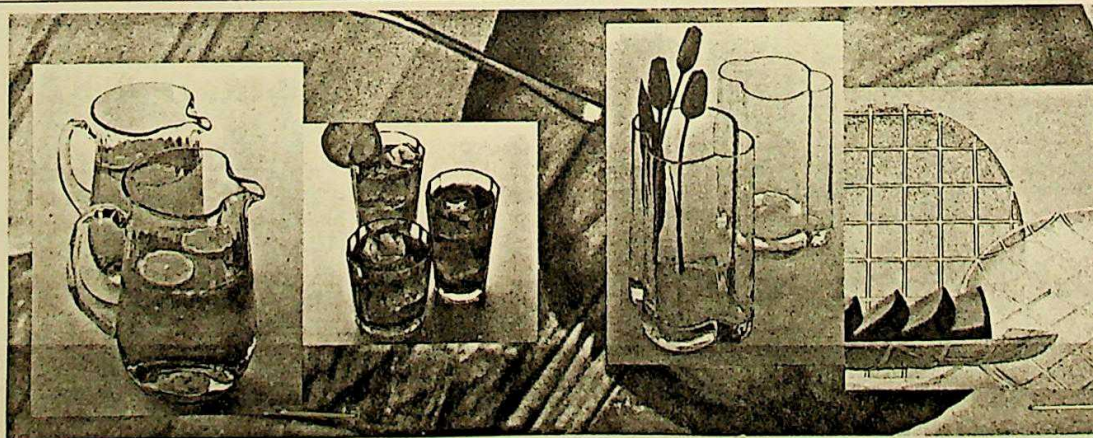
Bally Engineered Structures, based in Bally, Pa., is a major U.S. producer of walk-in coolers, freezers and refrigerated

warehouses.

Allegheny has also sold Bra-Con Industries Inc., based in Livonia, Mich., to Dollar Corp. of Troy, Mich. Terms of the sale were not disclosed.

Bra-Con and Dollar are both designers and builders of automated welding-assembly systems for the automobile, appliance and farm equipment industries. Dollar plans to retain the Bra-Con name.

Allegheny has reached an agreement to sell its John Zink Co. subsidiary to an affiliate of Lone Star Technologies Inc. of Dallas.



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For a guaranteed return on your investment, count on our National Housewares' Profiles™ assortment of beverage and serveware. The eye-catching yellow accented packaging used throughout the Profiles line ensures the kind of visual impact that leads to frequent add-on sales. The Profiles assortment—the new force in volume glass sales.

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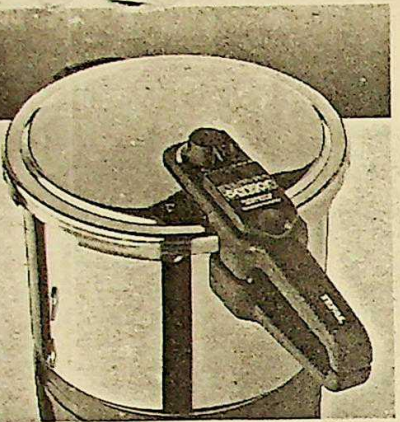
— Tom O'Higgins,
 Williams Sonoma

ure valves that could fly off during cooking, the models for the '80s are designed, in various ways, to prevent such accidents, and to be easy to use. They usually look sleek and professional, and most are made of heavy-gauge stainless steel. A few are made of anodized aluminum.

Because they represent an advanced breed of pressure cookers, the products are pos-

stainless steel products sold by Presto and Mirro, who have owned the pressure cooker business for years. Presto's and Mirro's products retail at the lower end, mostly between \$30 and \$60.

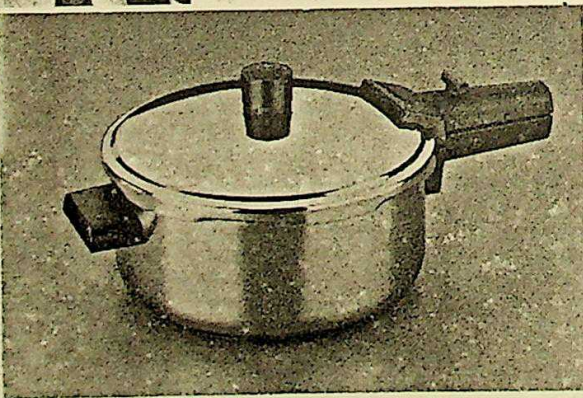
The advanced products are winning over consumers who like the benefits of quick and healthy cooking, but who had shied away because of safety concerns, retailers and suppliers say.



T-Fal's pressure-sensitive Sensor model. Henry Read of T-Fal is at right.



Carl Sontheimer of Cuisinarts, left, and a Cuisinarts pressure cooker, below.



D7-358

Remington joins with AMC

our Canadian and overseas stores is possible for the future."

The Remington Xtra line will

Allegheny sells 2 divisions; in agreement to sell a third

NEU!**KELOMAT SUPER.****Der beste Schnellkochtopf,
den es je gab:**

- Multitronic: Alle Funktionen in einem Griff.
- Vitamin- und Aromagarantie
- Zwei Kochstufen mit Temperaturregelung
- Einfachste Bedienung
- Bequemes Abdampfen mit Sicherheitstaste
- Öffnen und Schließen durch Verriegelung
- Spart bis zu 70 Prozent Zeit und Energie
- Extra starker Thermoplanboden
- Qualität aus Edelstahl

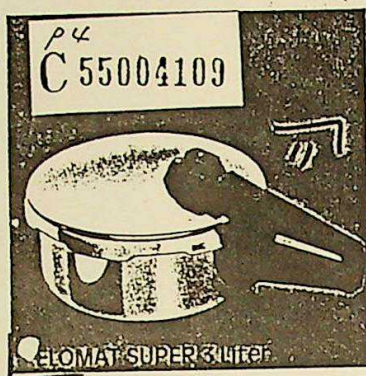


KELOmat 
ORIGINAL-QUALITÄT MADE IN AUSTRIA

PUBLICATION

DATE AUGUST 27, 1980

Den neuen KELOMAT SUPER gibt es für jeden Haushalt maßgeschneidert:



Für 1- bis 2-Personen-Haushalte ist der 3 Liter KELOMAT SUPER gedacht. Bei routinierten Köchen oder Köchinnen gilt der 3 Liter KELOMAT SUPER auch oft als perfekte Ergänzung zum größeren Schnellkochtopf.



Der KELOMAT SUPER 4,5 Liter oder KELOMAT SUPER 6 Liter ist für Familienhaushalte mit 3 bis 6 Personen gedacht. Feinste Speisen gelingen ebenso wie Hausmannskost. Vitaminreich, gesund und mit vollem Aroma.



Alle KELOMAT SUPER gibt es aber nicht nur in blankem Edelstahl, sondern auch mit einem formschönen Dekor. Wenn Sie wollen, können Sie Ihre Lieblingsspeisen ab jetzt direkt vom Herd auf den Tisch servieren.

Der neue KELOMAT SUPER bringt Super-Vorteile für Ihre Küche:

Super-Zeit.

Wer schneller kocht, spart Zeit und Energie. Der KELOMAT SUPER ist nicht nur der beste – er ist auch der schnellste Schnellkochtopf, den es gibt. Das bringt mehr Zeit für andere Dinge, und es bleibt mehr Geld am Monatsende.

Super-Aroma.

Noch nie zuvor konnte so aromabewahrend gekocht werden. Der Grund dafür ist die neue Multimatic, die kürzeste Kochzeiten möglich macht und automatisch für aromaschonendes Schnellkochen sorgt. Aber Ihre Speisen schmecken nicht nur besser, sie sehen auch appetitlicher aus.

Super-Küche.

Der KELOMAT SUPER macht Sie zum Superkoch, weil mit dem KELOMAT SUPER alles so gut schmeckt, und weil alles so schnell zubereitet ist, sind Ihrer Phantasie keine Grenzen mehr gesetzt. Jeden Tag etwas anderes zu kochen ist jetzt kein Problem mehr. Gemüse, die verschiedensten, herrlichsten Braten, zarter Fisch, aber auch Eintopf und sogar Süßspeisen können mit dem KELOMAT SUPER schnell auf den Tisch gezaubert werden. Diesbezügliche Gourmetvorschläge finden Sie im Kelomat-Schnell-Kochbuch.

PUBLICATION
DATE

AUGUST 27, 1980

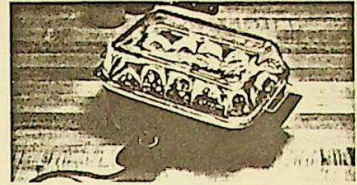
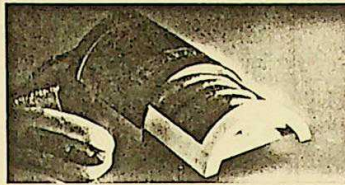
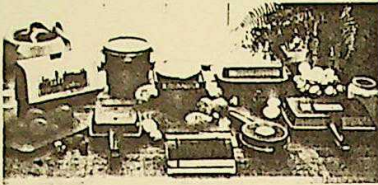
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KELOmat

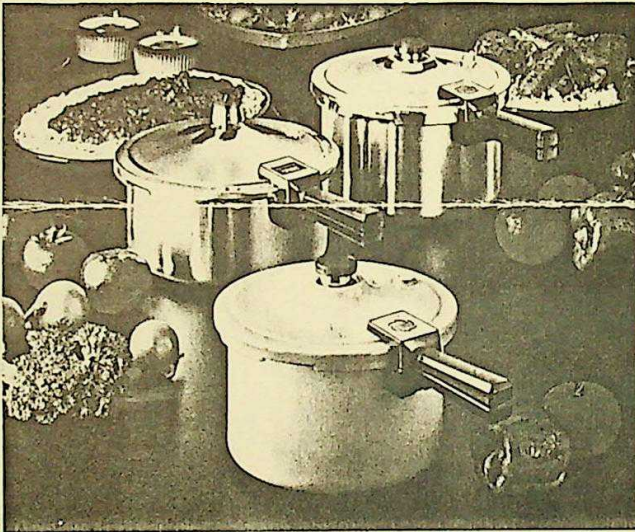
Super-Vitamine.

Der neue KELOMAT SUPER verhindert das Auslaugen der Speisen. Vitamine und wertvolle Mineralstoffe bleiben erhalten, weil beim neuen Super-Schnellkochen nur mit wenig Flüssigkeit gekocht wird.

IMPRESSIVE CONTINUING PROMOTION ON ESTABLISHED PRESTO® LEADERSHIP PRODUCTS



The standard mini appliances in any housewares department. The basic SKUs for the modern aggressive merchant who wants to profit from maximum consumer demand. Presto will continue promotion of the famous mini-line on national television. That means continued demand for the Presto name and continued acceptance for Presto quality. Stock all Presto® products and make use of this national television support for this profitable line.



PRESTO® Pressure Cookers

A new generation of Presto® pressure cookers for a new generation of American cooks—interested in speed, economy, nutrition and safety! America is rediscovering Presto® pressure cooking. Three to ten times faster than conventional cooking. Presto will sell the impressive facts about redesigned and safety-engineered Presto cookers to millions of women during the biggest selling season of the year!

PRESTO "GREAT IMPRESSIONS" SWEEPSTAKES OFFICIAL RULES NO PURCHASE REQUIRED

Here's how to enter:

1. On an official entry form or plain piece of 3" x 5" paper, hand print your name, home address, name and address of your place of business, and your estimate of the total number of gross impressions (cumulative number of viewers or readers of consumer advertising) directly committed for by National Presto Industries, Inc., between August 31, 1978 and December 31, 1978. Mail your entry to PRESTO® SWEEPSTAKES, P.O. BOX 8434, BLAIR, NEBRASKA 68009.
2. IMPORTANT: Only those consumer impressions from advertising committed for by the advertising agency for National Presto Industries, Inc., are involved in this sweepstakes. Additional impressions resulting from dealer advertising, co-op advertising, etc., do not count and should not be included in your estimate.
3. Enter as often as you wish, but each entry must be mailed separately. Entries must be received by December 15, 1978.
4. The \$50,000 Grand Prize will be awarded to the entrant who correctly guesses the total number of consumer impressions. In the event that no correct entry is received, the Grand Prize will be awarded to the entrant who comes closest to the correct number. In the unlikely event of a tie, the Grand Prize will be divided equally among winning entrants. D.L. Blair Corporation, an independent judging organization, will determine the total number of advertising impressions based upon standard, generally accepted sources of advertising information (SADS, A.C. Nielson, etc.). D.L. Blair Corporation is solely responsible for the administration of the sweepstakes program and its determination and decisions are final on all matters relating to this offer. It should be understood that the advertising plans of Presto are subject to variations and revisions

prior to and during the conduct of this sweepstakes. Thus, the selection of winners is based on chance rather than skill. The total number of impressions as determined by D.L. Blair Corporation will be announced following the selection of the winner but sources and details will not be disclosed.

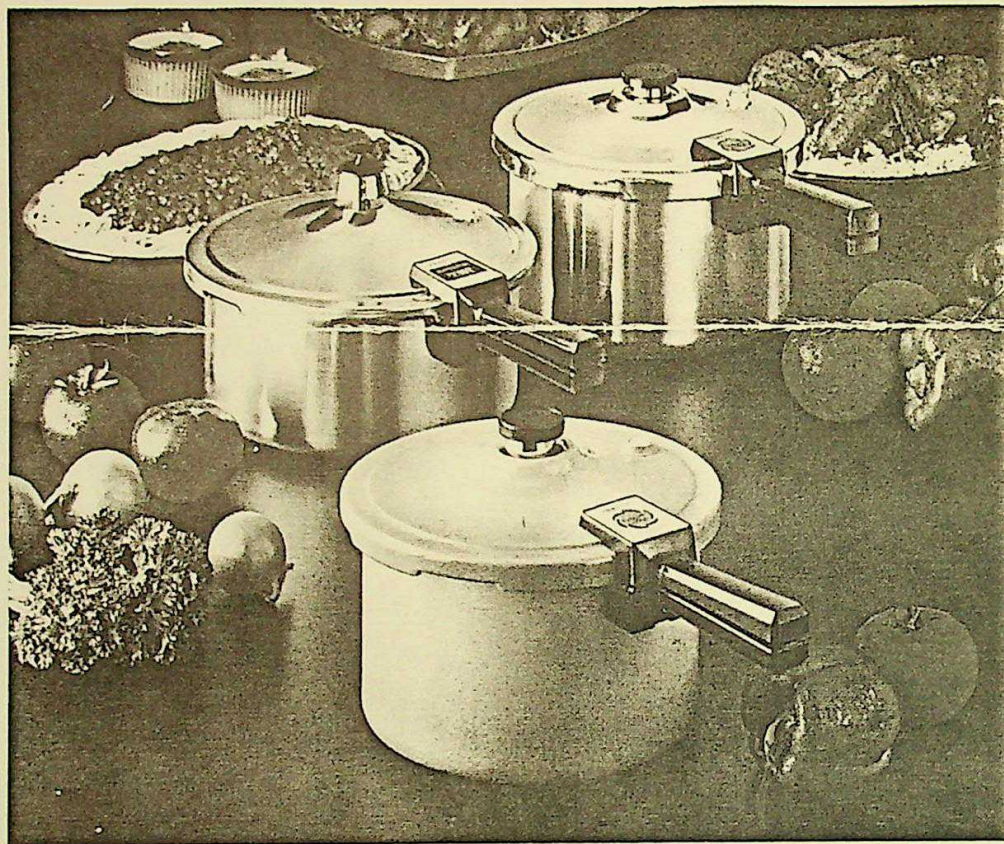
5. This sweepstakes is open only to principals, buyers and sales people dealing in electric and non-electric housewares at the wholesale and retail level in the U.S. on a continuing basis from the date the entry is received through January 15, 1979. Employees of National Presto Industries, Inc., its subsidiary companies, advertising, media and promotion agencies and the families of each are not eligible. Void in Missouri and wherever prohibited by law. All Federal, State and local regulations apply. No substitution for prize is permitted. In order to claim prizes, winners will be obligated to sign and return an affidavit of eligibility within fourteen days of notification. In the event of non-compliance within this time period, the prize would be awarded to the next most correct entrant. Taxes are the sole responsibility of the prize winners.
6. BONUS PRIZES—All entries received, other than the Grand Prize winner, will be eligible for a random drawing to award one (1) \$5,000.00 prize for each of the four (4) Presto Marketing Regions. Division of entries into regions and random drawings will be the sole responsibility of the D.L. Blair Corporation.
7. For the names of all prize winners (available after January, 1979), send a separate self-addressed stamped envelope to: PRESTO SWEEPSTAKES, P.O. BOX 9063, BLAIR, NEBRASKA 68009. Do not include your entry with this request. Additionally, the names of all prize winners will be announced during the National Housewares Exhibition in Chicago, January, 1979.

PRESTO®

... innovation to make it first
quality that makes it last and last™

(Back page)

SUPPLEMENT TO
HOME FURNISHINGS DAILY
SECTION I SEPT. 11, 1978



PRESTO® Pressure Cookers

A new generation of Presto® pressure cookers for a new generation of American cooks—interested in speed, economy, nutrition and safety! America is rediscovering Presto® pressure cooking. Three to ten times faster than conventional cooking. Presto will sell the impressive facts about redesigned and safety-engineered Presto cookers to millions of women during the biggest selling season of the year!

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The *original* mini pressure cooker...

Mirro-Matic 2½ quart

D7-358

**small
wonder.**



PAGE 16

**Ideal for singles and couples—
and more sales for you!**

HFD

SEC. 2

JUNE 27, 1977

Mirro-Matic's 2½ quart pressure cooker is ideal for singles, couples, and today's smaller families. It offers the convenience of pressure cooking in a little Mirro-Matic, but it's all the benefits of extra-thick aluminum with all the features of larger models. Including three separate pressure settings. It's perfect for cooking meats and vegetables to fork-tender perfection. It makes savory soups and stews — in ⅓ the time of conventional cooking. Less than 6" high, for easy

Mirro-Matic also makes six other cookers and canners — from 4 to 22-quart models. No wonder so many people are turning to Mirro-Matic for the right size for their needs.

The 2½ quart Mirro-Matic pressure cooker is the fastest way to turn a nice profit. Be sure you have enough in stock to meet your customers' demands. Depend on Mirro-Matic to give you and your customers exactly what you need.



MIRRO ALUMINUM COMPANY, Manitowoc, Wisconsin 54220
Continental Plaza, Hackensack, New Jersey 07601
Park Plaza, Park Ridge, Illinois 60068
World's Largest Manufacturer of Aluminum Cooking Utensils

Not shown is not TEFLON® coated.
MIRRO fry, cook and bake
have DuPont TEFLON® finish for
easy cleanup.

D 7-358

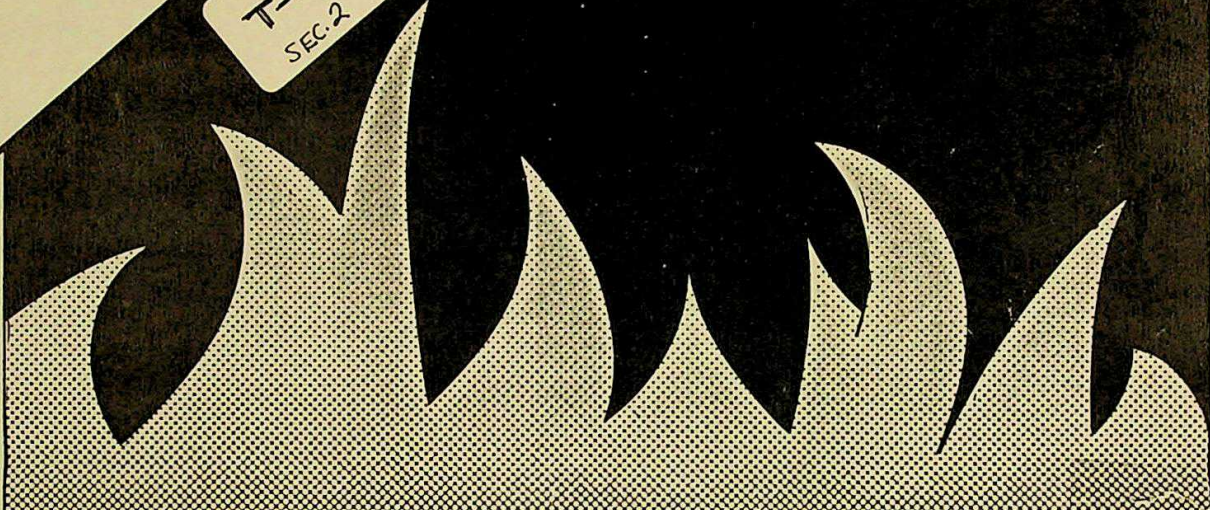
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SEE OTHER SIDE

 JULY
HOUSEWARES
SHOW

T-5
SEC. 2 JUNE 27, 1977

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Section 2
June 27, 1977



HOT PRODUCTS

D7/358

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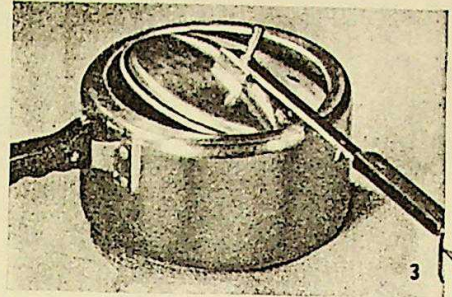
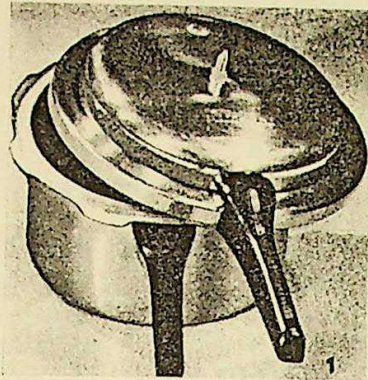
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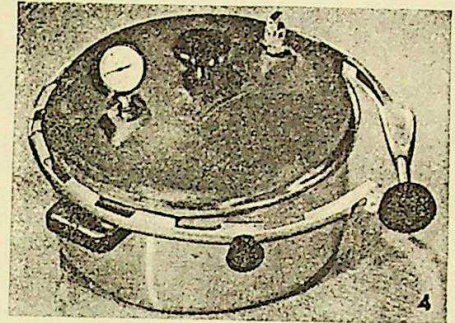
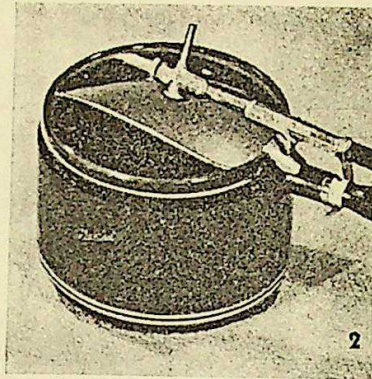


n aluminum



Pressure cooker closures:

1. Handles draw together, lock cover.
2. Flexible lid draws up to pan rim.
3. Rigid oval lid draws up to rim.
4. Encircling clamp holds cover on.



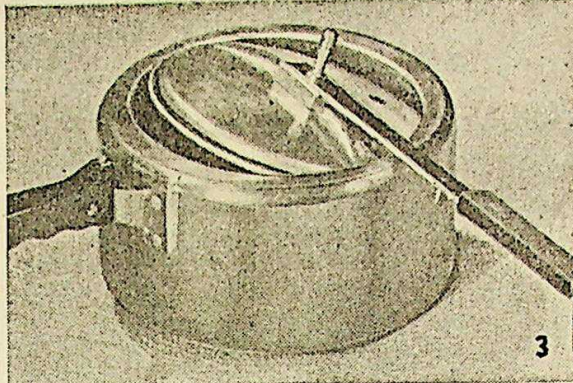
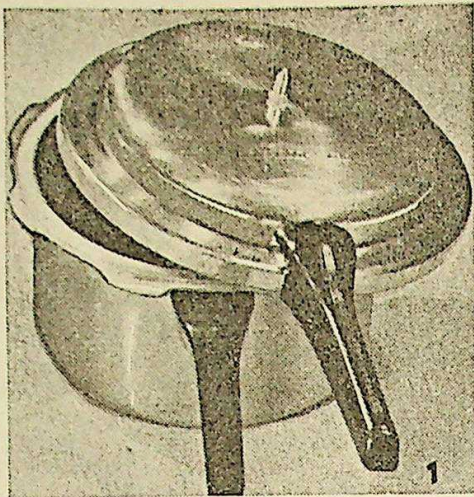
broader and shallower than a pressure saucepan. Its larger diameter makes it good for the preliminary browning of meat and it accommodates many cuts very nicely.

● **Closures.** One of the first things you will notice in pressure cookers is the different ways of closing. Whatever the method used, the cover must fit the pan tightly. A gasket of rubber or rubberlike compound works like the rubber ring of a fruit jar to fill the space between cover and pan and prevent leakage of steam.

In one type of cooker the cover has a handle matching the handle of the pan. In closing the cooker, the cover is placed on the pan with its handle a little to one side of the handle of the pan, with lugs on the cover matching notches on the pan. As handles are drawn together, the cover is locked in position. Cookers with this type of closing have straight or almost straight sides.

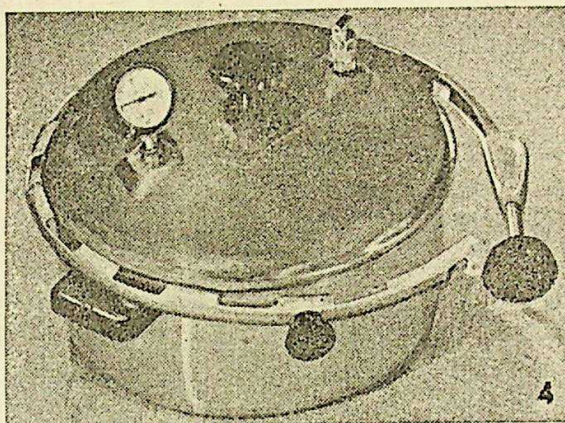
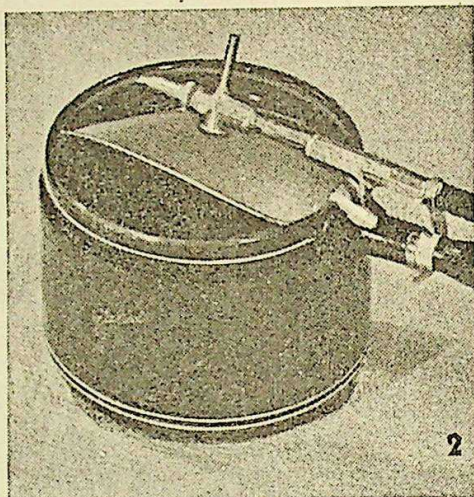
Another type of cooker is slightly smaller at the top so that the lid fits inside. The lid, of flexible metal, has an arched shape when not on the cooker. It is slipped into the pan at an angle and drawn up against the rim. Pressure in the pan pushes the lid up all the harder and makes the seal tighter. A variation of this type is a rigid lid slightly oval in

POTS AND PANS FOR YOUR KITCHEN,
HOME & GARDEN BULLETIN #2
8-1950



Pressure cooker closures:

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The first pressure cookers manufactured for home use were large affairs designed especially for canning, and too cumbersome for general use. These are now commonly known as pressure canners, and the newer, smaller ones as pressure cookers or saucepans.

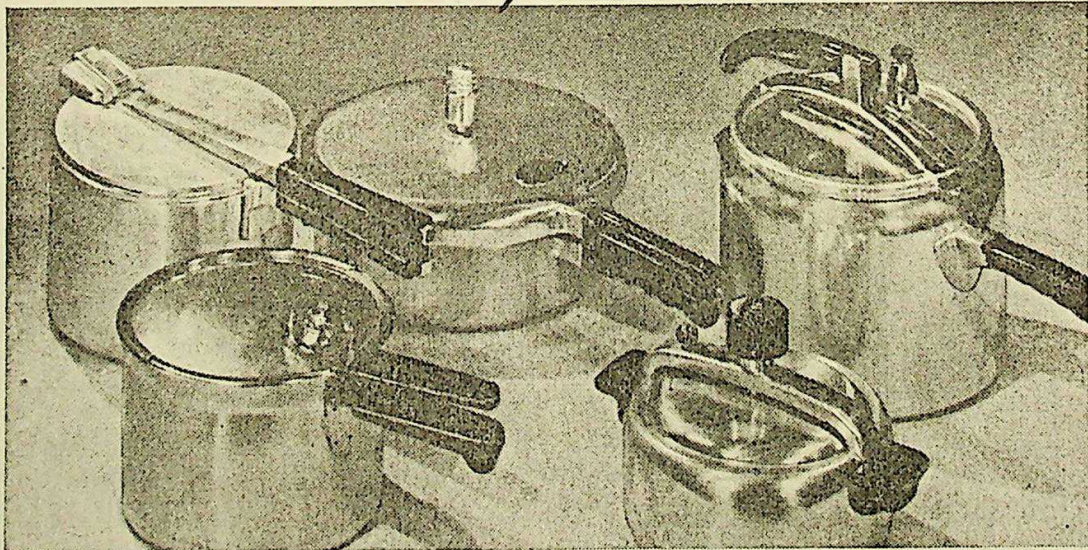
Pressure cookers are so called because they hold steam inside so that pressure is built up. As a result, temperatures are higher than in an ordinary pan, and cooking is speedier. Most time is saved when the cooker is used for foods that need long cooking—dry beans, less tender meats, and poultry. At high altitudes where food cooks more slowly because of the lower boiling point of water, the pressure cooker offers a special advantage.

In using a pressure cooker, remember that steam cooking cannot be expected to duplicate the results of open-pan oven cooking.

● **Materials.** Because the pressure cooker does its work by steam pressure—a powerful force—the utensil must be made of good-quality materials and constructed carefully and sturdily. Heavy-gage sheet aluminum or aluminum alloy, cast aluminum, or stainless steel are the materials generally used.

● **Sizes.** Most manufacturers make cookers of approximately 4-quart capacity. A few make smaller ones of about 2½ quarts and several are now making larger ones of 6- to 8-quart sizes. The little cookers hold enough of most vegetables for a small family, but if you want to use the cooker for meats, the medium or large sizes will probably be more satisfactory. A pressure skillet, designed especially for meat cookery, is

AUGUST, 1950



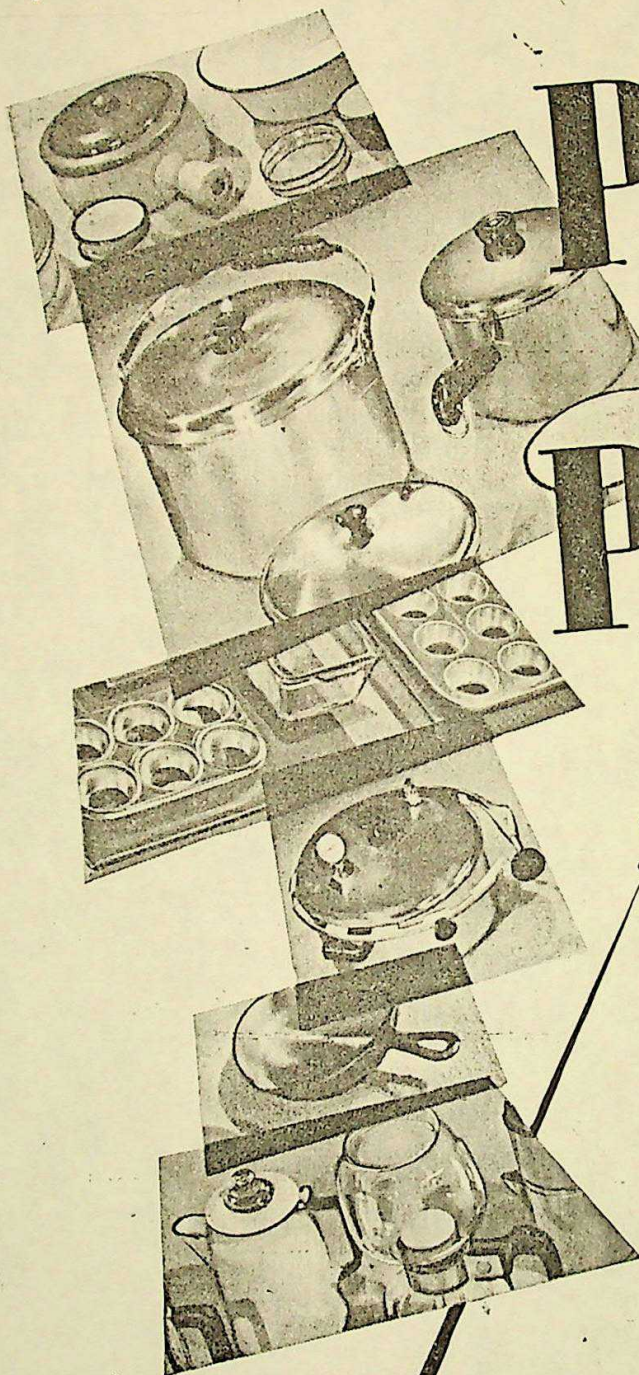
Some of the many pressure cookers on the market: 4-quart sizes in aluminum and stainless steel, broad skillet, 7-quart and 2½-quart cookers.

D7/354 IF

8-1950

POTS and PANS

for
your kitchen



front cover

Home and Garden Bulletin No. 2
U. S. Department of Agriculture

Aug 1950

D7/47
354

Tools for food preparation and dishwashing

- | | |
|--|--|
| *1 beater, rotary | *1 mixing bowl, 1 quart |
| *1 bottle and jar opener | *1 mixing bowl, 2 quart |
| *1 can opener (for tin cans) | *1 mixing bowl, 4 quart |
| *1 colander | *1 orange or fruit juicer or reamer |
| *1 cutting board | *1 pan, round, 12 inch |
| 1 flour sifter | *1 potato or food masher |
| 1 food chopper (crank type) | *1 rolling pin |
| 1 food mincer (blade type) | *1 spatula, 7-inch blade |
| 1 food press | *1 spoon, basting, long handle |
| *1 fork, 2 tines, long handle | *1 spoon, perforated mixing, long handle |
| 1 grater and shredder set | *1 spoon, wooden, 11 inch |
| *1 knife, bread or slicing, 8-inch blade | 1 spoon, wooden, 15 inch |
| *1 knife, butcher, 7- or 8-inch blade | *1 set spoons, measuring |
| *1 knife, case | *1 strainer to fit top of cup |
| *1 knife, paring | *1 strainer, medium size, medium mesh |
| *1 knife sharpener | *1 turner, pancake, long handle |
| *1 ladle | *1 dish drainer |
| *1 measure, 1 cup | *1 dishpan |
| *1 measure, 1 pint | *1 pan to fit under dish drainer or second dishpan |
| *1 measure, 1 quart | *1 sink strainer |
| *1 set measures, $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, and 1 cup | *1 vegetable brush |
| *1 mixing bowl, 1 pint | |

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Prepared by: Elizabeth Beveridge

Lay-out and art work: Katharine J. Burdette

Photography: Albert Candido

BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS

Agricultural Research Administration

U. S. Department of Agriculture

August 1950

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